

Awards Dominate Graduation Dinner

Over 220 students and staff attended the \$20.00 a plate annual St. James Campus Graduation Dinner and Dance. The graduation get together was held on May 15th at the Sheraton Centre in Toronto.

Potential employees (guests) were invited along with people from the campus administration. Among those present were Malcolm Sykes, Principal of St.

administration for outstanding contribution to student life at St. James. The Student Council led the parade with sixteen presentations.

Dana Jokubaitis received the outstanding student award for her involvement in student affairs. James and Ken Gregory, Faculty Advisor to the St. James Student Council. From the Business Industry, present were Mike

Trenton, Sales Representative of Labatts; Amira Clayton, President of Aladdins Treavel Agency and Steven Platt, President of the Ontario Trucking Association.

Approximately 40 awards were presented to students, faculty and government over a two year period. The faculty award was presented to Adi Mistry, a Business and Commerce faculty

member for his active support of club activities and his regular student newspaper articles. This was the third year in a row that Mistry had won the award. Mr. J. Mitchell, Bursar at St. James, accepted the Administration award for his staff's work on the Multi-Cultural Day Show and at the liquor functions on campus. Ten other students received awards from the Student Council.

Maurice Chambers, a graduating student in Business and Commerce received a special award for his organization of the successful Multi-Cultural Day Show, his assistance in the formation of the Alumni and Student Federation among many other things.

THE CYGNUS

The George Brown College Star

JUNE 1980

New Dean Makes Changes

by Frank Juzenas

It didn't take long for the new Dean of the Business and Commerce division to start making changes.

After just three weeks in his new job, Dean J.T.A. Wilson has removed the names Manpower and Post-secondary students from the department and has established a marketing task force to find out what the business world thinks of George Brown College.

Wilson says the first change is to remove the feeling some Manpower students have that they are treated as second-class citizens. "We have already taken the word Manpower off the doors of the division. I've asked the staff for some suggestions as to new names but the two divisions won't be called post-secondary and manpower anymore."

The new Dean has an extensive background in business having been a former director and President of a company, as well as being a past president of the Ontario Chamber of Commerce. He admits he still has a lot to learn about the B & C division and says the marketing task force should help him.



Mr. J.T.A. Wilson, the new Dean of Business and Commerce and present Dean of Graphic Arts Division.

"I've set up the task force to identify opportunities and needs. I want to find out what are the needs of the banking industry, what are the insurance company's needs."

"I hope to find out two things. What image does our division have in the business world and what are their (business's) needs. We can find out what courses we

Arts, a position he will retain. This marks the first time in the should be offering."

For the past three years, Wilson has been the Dean of Graphic history of G.B.C. one person has simultaneously been the Dean of two departments. He was given both jobs for budgetary reasons but does not foresee any difficulties in handling two divisions.

"I used to operate five plants across Canada. With a re-organizing of my time I can do it but it will take time to get re-organized."

Wilson, who says he has "a degree from the school of hard-knocks," also says he doesn't anticipate any difficulties running the department even though he does not have an MBA, or for that matter a degree of any kind. "It was never a problem in Graphic Arts," he notes.

"Graphic Arts (at GBC) is now world-known. In the last few weeks we have had visitors from Australia and California."

"We have one of the finest Graphic Arts schools in the world, I know because I've seen the biggest. That's my objective to make B & C one of the best schools in Ontario."



Dana Jokubaitis, a Business and Commerce graduate accepts the St. James Student Council awards for outstanding contribution to student affairs at St. James.

Student Federation Hires Director

The newly organized George Brown College Student Federation recently announced the hiring of Mr. Maurice Chambers as its first full-time Executive Director.

Mr. Chambers, a graduate from the Business and Commerce division at St. James was the co-ordinator of the 9th annual Multi-Cultural Day Show and was involved in various Student Council affairs at St. James. "His determined work on the Alumni and Student Federation were strong reasons why we hired Maurice," according to Louis March, Business Manager at St. James.

The G.B.S.F. is a combination of all college Student Councils to help solve student problems at George Brown. Chambers sees the promotion of the Federation as a major duty over the summer months.

He stated clearly, "present campus Student Councils will maintain total autonomy in terms

of campus activities". He went on to say, "the Federation is a means to unite all campus councils into a stronger lobbying voice for all students in college."

Representatives from all college Student Councils will be sitting on the Federation's board of directors for decision and policy making.

Some of Chambers initial responsibilities will include the maintenance of the Federation, Multi-Cultural Day, College-Wide Student Handbook, organizing conferences and training programs for Student Council executives and getting student on college committees.



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Report Urges More Career Guidance for Secondary-School Students

More student guidance is recommended for Ontario secondary school students in a survey financed by the Ministry of Colleges and Universities, conducted by Dr. Paul Anisef of Toronto's York University.

In tracing the progress of about 1500 students who were in grade 12 in 1973, researchers found that secondary schools appeared to reinforce social inequalities which give distinct advantages to male urban students of higher social and economical status. They found that these inequalities are 'passed up' the educational system and influence students' choice (if any) of further education and their eventual selection of occupation. (The study began with a survey of 2555 Grade 12 students; of these, the follow-up study succeeded in obtaining information from 1522, or 60 per cent.)

Changes, the report suggests, should begin in secondary schools in order to assure a broad range of opportunities for all students. In addition to more career guidance for students, the report, titled *IS THE DIE CAST?*, recommends:

- bringing parents into the guidance process at an early stage;
- co-ordinating secondary school programs more closely with those of post-secondary institutions;
- publicising various forms of financial aid for students more widely;
- broadening the career interests of women through affirmative action programs.

Many of the problems uncovered by Dr. Anisef's report are among those being considered by the Secondary Education Review announced recently by the Honourable Bette Stephenson, M.D., Minister of Education and Minister of Colleges and Universities.

President's Desk

Paul Wallis

With the summer months upon us and a general slowdown in activities at St. James, we find time to reflect on the last month's of the 79-80 academic year and a chance to start planning for 80-81.

On May 16th the Graduation Dinner and Dance was held and offered the chance to present academic awards and Student Council Awards. My congratulations to those who received awards for a job well done. I also would

like to thank those people who gave some time to see the evening succeed. Your efforts were well received.

During the summer, the Student Council and the George Brown College Administration are recognizing and making new policies in hopes of bettering the service and education here at St. James. I hope that some steps forward can be made towards this goal.

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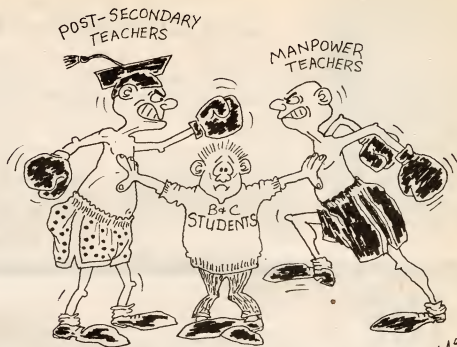
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Teachers Speak Out - In B & C

GRAYSON STEDMAN

On April 24, the president of George Brown, Mr. Douglas Light announced that the Deans of Graphic Arts and Health Services will in addition to their present division be responsible for the Business and Commerce Division, and Communities Services respectively.

The appointment of Jack Wilson as Dean of the B & C division in addition to his current responsibility as Dean of Graphic Arts has come as a surprise and with mixed feelings from administrators and faculties within the division.

Mr. Wilson inherited a division with many problems which the administration were aware of and paid very little attention to. The division is made up of two departments, post-secondary and manpower, one of his first announcements was the possibility of the integration and amalgamation of both departments. Though, at a meeting with the B & C post-secondary faculty on May 26, where the dean outlined his goals, no decision was made. However, this has been a subject of concern by the post-secondary faculty and the B & C alumni.

In an interview conducted amongst post secondary and manpower teachers, they were very vocal in airing their views. A majority of the faculty members felt that it was too early to say whether the new dean could adequately administer both divisions. Nevertheless, they felt that the appointment was a short-term one, if the division was to have meaningful growth in the future. In order to retain and enhance the quality of education and improve both the external and internal image of the division there would be a definite need for a full-time dean.

Another major concern was though the dean has had a successful business achievement, particularly in the printing field, there was doubts as to whether he has the academic qualifications which are considered a prerequisite to this position. The advertisement of the position in Toronto Star specifically stated that the applicant should have a graduate degree in education or business.

Rumors of the integration and amalgamation of the post-secondary and manpower departments generated much concern. A number of faculty members in both departments, felt that though there were some advantages in the utilization of physical resources, there were far more advantages in keeping the departments separate as present.

It was the view of a majority of post-secondary teachers that any changes within the division which would tend to give a poor external image of the quality of programs offered and a negative effect on student growth potential should be avoided. There was also some concern regarding the student-teacher contact hours, particularly in the manpower department. It was noted that this department was experiencing a steady decline in student enrollment. The post-secondary department's enrollment figures were up this year and it was felt that the amalgamation of the two departments would reflect a more favourable ratio, by using manpower teachers in the post-secondary program.

One teacher in post-secondary department stated, "some of the manpower teachers do not have the qualifications and related experience to teach in the post-

secondary program". It was felt that while some of the manpower teachers could handle some of the introductory post-secondary programs, many of the teachers interviewed felt that new students should have the best quality teachers. This would give them a firm and proper foundation before moving into their major area of study.

One particular teacher who has taught both post-secondary and manpower students said, "the problem with the manpower department are partly the responsibility of the teachers and the administration in not encouraging teachers to take upgrading programs."

There doesn't seem to be a single answer to resolving the problem, however the integration of both departments has been tried by other community colleges without success. In many cases the departments are now on separate campuses.

One possible solution that has been thrown around was that administration, faculty and the students should get down to some old fashioned honesty and communication. It was unanimously agreed that, no effort or cost, should be spared in consideration of the final product, which is the graduating student.

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Summer League Attracts Stars

Once again, the Casa Loma gym opened its doors to the competition and excitement of the annual George Brown College Summer Basketball League.

Six community teams have entered this summer as Alex Barbier, co-ordinator of the program, intends to make it more successful than previous years.

The summer league normally attracts first calibre basketball players from the high school circuit. Norman Clark, superstar player with the perennial Ontario high school champion team Oakwood Barons, will be playing this summer.

Also from the Oakwood team is Mark Jones, Earl Roberts of Parkdale and Tony Sterling of George S. Henry will also be featured in the league, along with many other players.

The summer league has been operating for the past 8 years under the supervision of the George Brown Athletic Dept. Each year it has improved and has developed a strong image in the basketball community.

All games are played at the Casa Loma gym on Tuesday nights from 6:45 - 10:30. Admission to the games is free.

The Gymnasium is now open to all students and staff Monday to Friday from 10 a.m. Many individuals have been making use of the opportunity and have been exercising, playing Volleyball, Basketball and/or Badminton primarily during lunch hours.

If there are any classes wanting to have a game of volleyball, Exercise classes or whatever, please feel free to jog up to the 6th Floor and I'll be willing to assist you by setting up and operating it.

G. B. C. WOMEN O.C.A.A. CHAMPIONS



Back row: A. Barbier (coach), W. Green (trainer), S. Crump, W. Vergade, D. McKenzie, L. Dalcin, D. Lakes, A. DaSilva (Assistant Coach). Front row: G. Desloger, D. Knott, D. Oliver, Y. LaRose, M. Eggleston.

Communicating in the Interview

by Glenn Gohm

Howard Figler, in his book "The Complete Job Search Handbook" suggests that the interview is nothing more than a conversation between two people who desire information from each other. It follows that your success in the interview is based not only on your credentials but on your communication skills. That is your ability to have a meaningful interchange with the employer in which you reach out, making yourself liked and understood. If you have developed strong conversational habits in your daily interaction with friends and family the interview will flow smoothly.

What are these communication skills which can help you through every day conversation as well as job interviews?

Total listening is the first skill. It is the art of tuning in to all the signals you are receiving from the other person both verbal and non-verbal. In its purest state you should be able to restrain your innermost thoughts, be able to keep from rehearsing answers in your head and make the speaker feel that everything said, or about

to be said, is of the greatest interest.

Questioning is the next skill. It is to your advantage to gather as much information as possible during the interview. Coming prepared to ask questions forces you to concentrate closely on the flow of the interview as you look for suitable in which your questions can be posed. Questioning - keeps you from lapsing into a passive trance that might imply "Go ahead and interview me". Remember, you have as much responsibility for conducting the interview as the interviewer does, and questioning allows you to assume this role. Inappropriate questions, however, can be deadly. A few well chosen inquiries can be a positive index of your interest and intelligence, however, too many questions can appear like an interrogation from which you will find it hard to extricate yourself.

Your manner of speaking can also intrude upon a free exchange of information. Be sure and speak clearly, not too fast, slurred or garbled. Use your natural tone of voice, being careful not to speak

too loudly, or too softly and avoid using monotone - do not be boring.

This highlights a few basic points of communicating in the interview situation. Students

wishing further information are invited to use the resource of the Placement Office and should feel welcome to discuss any particular areas of concern with the placement and counselling staff.

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Wavelength

by Christine Cooper

Concert activity looks good for the coming summer months..... The Little River Band will be playing a concert bowl on June 16th at the Gardens.....and for all you reggae fans Third World and Toots Mayall will appear at Massey Hall on June 11th.....

.....and finally but not by any means the least is the Willie Nelson Event all set for June 28th in Shelbourne, Ontario at Rockhill Park. With him will be Leon Russell, with whom he recorded a live album recently, and Barbara Mandrell. Hearing the show will be the golden voice of radio, the man himself, Wolfman Jack. No wonder they are all calling it the Event.....In the month of July look for new album releases from Van Morrison, Carlene Carter and Pat Benatar.....following July there should also be new albums from Rickie Lee Jones, The Specials, guitarist Leo Kottke.....new albums are due for releases from the Doobies, their latest effort to be called "One Step Closer"..... Eddie Money will also be releasing his third album to date called "Playing for Keeps".....All rock concert activity at Ontario

Place has been cancelled, this will include acts such as Jefferson Starship, FM, Orleans and The Clash - Ouch! that hurts.....Jazz album releases come from the Dixie Dregs called "Dregs of the Earth".....also from Earl Klugh - "Dream come True" and Ronnie Laws has also released "Every Generation".....suggested album buys of the month include Eric Clapton's live album "Just One Night".....Michael Frank's "One Bad Habit".....Grace Slick's first solo effort "Dreams".....Pete Townshend's "Empty Glass".....and finally Jermaine Jackson's "Let's Get Serious".....with much unhappiness I regret to inform you of the passing of Tommy Caldwell, singer-writer-guitarist for The Marshall Tucker Band. Caldwell was seriously injured in his home town in South Carolina in a car accident. He died of injuries sustained during the accident. He is survived by his wife Melody Ann and his brother Tony. The Marshall Tucker Band had just recently released their tenth album prior to the accident. It was a prelude to their summer tour. Plans for the band have not yet been announced.

Movie Review "Fame"

"If you've got what it takes, then it's going to take everything you've got". That is the motto that they are billing this film with. Basically it is about a school in New York City where you can study the arts (dance, music, drama) without the high tuition of the private institutions. The trick is to get into the program, so in the first hour or so we are barraged with the auditions of many different characters, many of us so pathetic that you can only laugh. We do manage to centre on a few certain persons who stay consistent throughout the movie.

Each character grows through a metamorphosis over the four years that they attend the school, although we just seem to scrape the surfaces. I found this somewhat annoying because we just start to get interested in a character and bang - they jump to another classroom sequence. We never find out if Ralph Garco gets to make his dollars at comedy, or whether Doris Fenster gets to change her name to some french Gibberish, or whether Bruno Carelli ever gets it together with Coco, or if Coco's film debut ever gets released, with her in a role doing things they did not teach her in dance class. It is like giving money to a bear and then taking it away, it really interested me to no end to start on what could be a good situation and then have it totally erased from the screen.

We do get some compensation during the dance and musical sequences however. They are well choreographed with some really incredible cinematography. Although the dance and singing scenes are hard to believe, they are a relief from the story line that you wished would develop. The vocals and sound definitely have a wallop to it and is what I would consider the best part of the movie. Even the ballet sequences have an austere feeling that make you envy the fine toned bodies of the young dancers. With the dance and song climax coming at the end of the movie during the graduation ceremony, I wondered what ever happened to our graduation. It was never like this. The faces on the screen will probably achieve what the characters in the school are trying to obtain, the loss of their anonymity - Fame. A.J. Parker has made a film with a lot of slightly familiar faces and a lot of even more unknown faces. All characters stand up strong and since this film is one of the better pieces hitting the screens this summer. And in my opinion will definitely establish these young artists in their desired industries. If you can stand an overly use of foul language then I would suggest that you take in this film. Now playing at the Eglinton Theatre, with Dolby sound, a definite yes for the movie.

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The importance of a good personality cannot be underestimated in any field. I remember last year when I visited the Caribbeans to conduct my small business seminars, I met the head of the University of West Indies. In the course of his conversation he stated, "University records indicate that the college does not have any graduates who fail because of technical or professional skill - those who did not make the grade failed because they didn't know how to get along with others. This indicates poor personality traits, for the most part." How true it is today in ones competitive business environment.

Developing a higher personality rating is not so difficult as one might think. For the most part, it means shifting from a negative to

a positive attitude in ones relations with others. Another factor of importance is self-criticism. This is the ability to evaluate ones self properly and to carry out remedial procedures. Self-criticism does not mean tearing down oneself, however, it is merely an open analysis of one's weak and strong points.

Another negative habit is that of getting into useless arguments with others. It is surprising how easily this habit is acquired - especially by persons who like to talk. It is easy to become over zealous of one's rights or positions of being overly sure of one's facts. This attitude, plus the liking for talk leads one to argue over the non-essentials - a habit which takes up the time of everyone concerned and leads to exactly nothing!



Adi Mistry

By the law of averages, no one can be right 100% of the time! Yet, some people think they are always right and any deviation from what they consider to be the facts makes them extremely angry.

Remember as you step out in the business world after graduation or after acquiring suitable training skills from the college, to grow in your job practice three fundamentals - manage with initiative, learn with understanding and develop the highest level of effective human relations.

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